
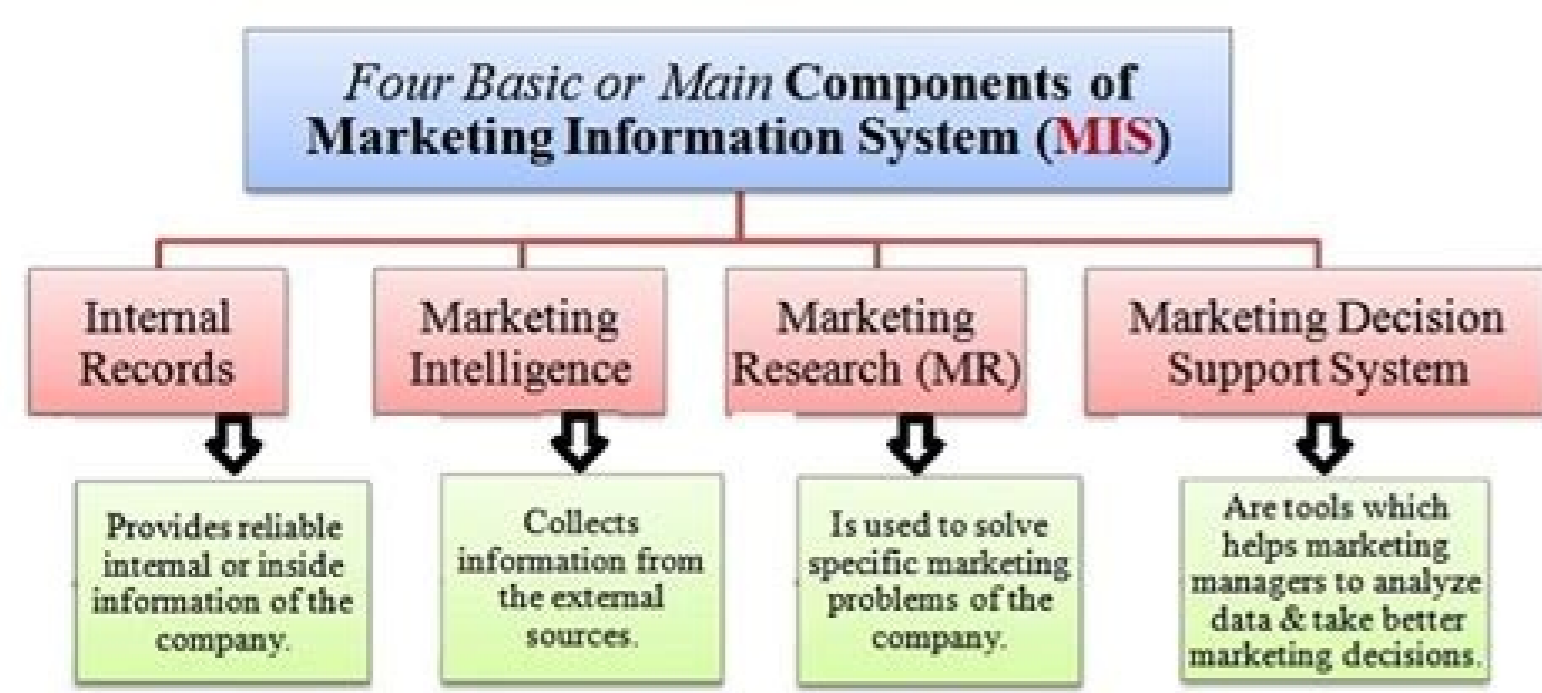


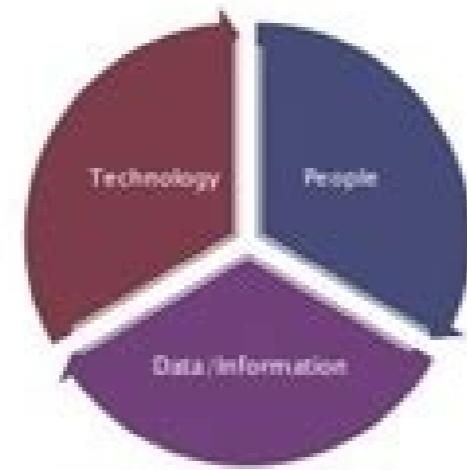
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What is MIS?



Management Information System

- MIS is basically a software tool which gives a holistic report of processed information based on which management can take certain crucial decision on which strategy and tactics could be figured out
- MIS provides information that is needed to manage organizations efficiently and effectively
- MIS is any organized approach for obtaining relevant and timely information on which managerial decisions are based
- MIS facilitates the decision making process and enable the organizational planning, control, and operational functions to be carried out effectively
- MIS is a study of how individuals, groups, and organizations evaluate, design, implement, manage, and utilize systems to generate information to improve efficiency and effectiveness of decision making, including systems termed decision support systems, expert systems, and executive information systems.

Marketing Information System (MKIS) Definition

A computer-based system that works in conjunction with other functional information systems to support the firm's management in solving problems that relate to marketing the firm's products.

Marketing Information Systems



Marketing Management

Definition:

One marketer said that marketing's role is to "deliver higher standard of living."

Social Definition of Marketing:

Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others.

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